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What is Misfits Market?

It's a subscription box of sometimes funny-looking, always delicious produce, designed to break the cycle of food waste. Think of us like an online grocery store, except one that specializes in rescuing food that is unnecessarily thrown away. We source high-quality organic produce that has a few quirks—onions that are too small, potatoes that are shaped like your favorite celebrity, and carrots that fell in love and got twisted together. It may sound like a joke, but billions of pounds of this fresh and delicious food is tossed each year because grocery stores only want "perfect" foods on their shelves. We step in and buy this food from hundreds of farms across the country and bring them to your doorstep, saving you money and helping you save the world.

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What is "ugly produce," and why might it look weird?

A common misconception is that fruits and vegetables only look strange if something is wrong with them or they are genetically modified (GMO). Quite the opposite: All-natural produce is apt to look funkier than the picture-perfect kind that is engineered in a lab. Unfortunately, fruits and vegetables are often rejected by grocery stores and supermarkets due to natural imperfections or variations in size. A watermelon that has its weight distributed oddly may develop harmless scarring. Carrots grow into each other and look twisted. Peppers get blemishes from the ground. Apples fall and get bruised. All are perfectly normal, nutritious and tasty, and they shouldn't be discarded. The produce we source may also be discarded for reasons beyond an ugly appearance. Sometimes a farm's customers may have over-ordered an item that they requested be prepped a certain way—e.g., just the root without the green—or they can no longer afford to pay for an order of normal produce. We'll pick up the slack so that farmers still make money from excess produce and nothing goes to waste.

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Why should I use Misfits Market?

There are a few reasons. First, you're helping the earth in a very powerful way. Global food waste generates 3.3 billion tons of carbon dioxide annually, making it one of the single biggest

contributors to planet-harming emissions. Saving this produce can actually help save the world. Second, you can save big on your grocery bill. Misfits Market produce is up to 40% cheaper than grocery store prices, so the weekly savings add up fast. Third,
you're supporting responsible agriculture. By purchasing food that would otherwise go to waste, you're letting organic farmers generate extra income.

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How does it work?

Pretty simply. You order either a smaller Mischief Box or larger Madness Box of produce for 25–40% less than it would cost at your local grocery store. We fill up that box with our organic fruits and veggies. You choose to receive a box either every week or every other week.

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Where do you deliver?

We currently deliver to all zip codes* in Pennsylvania, New York, New Jersey, Connecticut, Delaware, Massachusetts, Vermont, New Hampshire, Rhode Island, Maine, Ohio, West Virginia, Washington, D.C., Virginia, Maryland, North Carolina, South Carolina, Illinois, Indiana, Kentucky, Alabama, Georgia, Florida, Tennessee, Mississippi, Louisiana, and Arkansas. We're growing quickly, so if your state isn't listed, join our wait list and you'll be the first to know when we come to your area.

*Due to carrier limitations in some coastal areas of Massachusetts, we cannot currently deliver to Nantucket Island or Martha's Vineyard.

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How much food will I get in my box?

For Mischief boxes, you can expect a mix of 12 different types of fruits and vegetables. For Madness boxes, you can expect 14 different types of fruits and vegetables. The core measurements are the amount of people a box feeds per week and the value/savings you can expect compared to grocery store prices. E.g., when there are less squash and potatoes but more greens or asparagus, a box may be a little lighter in weight but will sacrifice nothing in terms of value. You can generally plan on a week's worth of food for 1–2 people in our Mischief Box and a week's worth of food for 3–5 people in our Madness Box. Please note that you may see a weight calculation on your box's shipping label, but it has no bearing on actual weight. Our shipping partners use a standardized weight calculation across both types of boxes that doesn't reflect actual box weight.

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How do I know which box is right for me?

It depends largely on how often you cook. Our Madness box offers a larger quantity of the items in our Mischief box, as well as a few extra pieces that you won't find in the smaller box. The weight of our boxes varies depending on what fruits and vegetables are in season, but you can generally plan on about enough food for 1-2 people for a week in our Mischief Box and enough for 3-5 people in our Madness Box.

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What types of produce are in the box?

Generally, it's a very well-rounded group that varies by season. In fall and winter you can expect apples, potatoes, squash, sweet potatoes, broccoli, cabbage, citrus, lettuces/leafy greens, onions, and peppers, just to name a few. By spring you'll see more berries and asparagus and summer is prime time for peaches and tomatoes. The surprise is part of the fun! When you receive your box, place all temperature-sensitive items in the fridge as soon as possible; also, wash each item before preparing or eating them, as many are straight from the farm. For the most current list of what we're offering this week, please click here.

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Is all of your produce organic?

Yes, we source our produce from certified organic farms and partners that provide us with non-GMO food. For more information on our sourcing methods, check out Our Sourcing Philosophy.

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Where do you source your produce?

We partner with hand-picked farms and food hubs across the Americas to source certified-organic produce for our boxes. We also include organic produce (e.g., citrus and avocados) sourced outside the country to offer more variety in your box. We see food waste throughout the system, so any time we come across high-quality, responsibly-sourced food that's about to be discarded, we'll rescue it and use it to diversify your box.

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How do I place my order? How long will it take to get to me?

First, you can choose your ideal size, delivery day, and frequency, whether it's a weekly or bi-weekly subscription. Once you check out, you'll receive a welcome email detailing what you need to know about your subscription, including when to expect your order. You won't be charged for your first box until the following Sunday after ordering. Once you're charged and receive your confirmation email, we'll make our best effort to deliver that week on your preferred delivery day. (We will let you know via email if we're experiencing any delays.) If you have any questions about when your first box is scheduled to arrive, please submit a request through our contact form.

You'll receive a shipping email with tracking information when your box is ready to go out. This is usually within 1-2 days. Your subsequent orders will come every week or two weeks (depending on whether you've chosen weekly or bi-weekly deliveries) on your preferred delivery day. You can always log into your Misfits Market account to check the status of your order or submit a request through our contact form with specific questions.

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Who delivers the package and how can I track it?

We use third-party shipping/logistics providers to bring your Misfits Market box to your door. You can track it with the number given in the shipping confirmation email you'll receive the night before your box is scheduled to be delivered. You do not need to sign for your box. The driver will generally ring the doorbell and then leave the box at your doorstep. (Upon receipt, please place all temperature-sensitive items in the fridge and be sure to wash all items before using.) If you have specific instructions for delivery, please contact the shipping service (FedEx or LaserShip) when you receive your tracking number. We encourage all customers to sign up for FedEx's Delivery Manager, which allows you to specify exactly where you want your package left. You can also log into your Misfits Market account to see the status of your order or submit a request through our contact form with specific questions.

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Do you deliver to P.O. boxes?

Due to the perishable nature of our produce as well as the limited receiving hours at U.S.P.S. offices, we are unable to deliver to P.O. boxes. We suggest shipping to your home or to a friend or neighbor's address whenever possible.

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What days of the week do you deliver?

We deliver Monday through Sunday each week (service days may be limited in some areas). Sunday preferred delivery orders will be delivered the Sunday after they're charged. You can choose your preferred delivery day in your cart before checkout for subscription purchases. If you need to change your delivery day, simply log into your account, click **Manage Subscriptions** and, under **Preferred Delivery Day**, choose the best day for you. Selecting a preferred delivery day lets you plan ahead to receive your produce on a specific day each week. You will get a shipping email one or two days before you're scheduled to receive your box to let you know when it's on its way.

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How much is shipping?

Shipping is a flat rate of $4.50 to all locations in our delivery area for either size of our boxes, with the exception of Florida, Tennessee, Louisiana, Arkansas, and Mississippi ($5.50 for either size). To ensure that Misfits Market produce arrives in the best possible condition, we use additional packaging year-round for Florida shipments to keep your food cool and protected in transit. This $1 charge also accounts for the added freight costs involved with shipping to these states.

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What forms of payment do you accept?

We accept all major credit cards for all online purchases.

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Do you accept SNAP/EBT?

We currently do not, but we are actively looking into adding that payment method on through a pilot program. To be notified when this launches, please sign up for our email newsletter.
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When will you charge me for a subscription?

Your first order, and all subsequent orders, will be charged on the Sunday prior to your scheduled delivery. You can see the date your next box will be charged by logging into your account under **Next Billing Date**. If you have any changes to make to your subscription, we kindly ask that you make them by Saturday prior to your next charge date.

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Can I choose what's in my box?

We've started to offer customization to select Misfits Market customers, with plans to roll it out to all customers soon. Once it is available for you, we'll send you an email to let you know that you can customize a future box. Please note that you must have an active subscription in order to participate in this program and that customization is limited to select delivery days.

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I have allergies. Can you omit certain items from my box?

We are aware that many customers may have allergic reactions to some foods. However, at this time, we are unable to honor requests to restrict or eliminate food items due to allergies or severe health restrictions. Though we are adapting our packing and fulfillment procedures to eventually allow all customers to choose which items go in their box, **we cannot guarantee that allergens will be excluded from orders or that items in your order will have not come in contact with allergens**. In addition, we store items in our warehouse as part of our Marketplace offerings that either contain allergens (e.g., chocolate with nuts) or have been packed in other facilities that are not allergen-free. **We cannot guarantee that the items in your order will not come in contact with some of these products.** We recommend that customers with life-threatening allergies sign up for our email newsletter so we can advise when we're able to guarantee total exclusion of allergens.

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Can I skip a subscription delivery or pause my subscription?

If you're traveling or need to take a week off, it's easy to skip future orders. Simply log into your account and click **Manage Subscription**, find the delivery you don't want, then click on **Skip Delivery**. Once the order is skipped, you'll know it took effect because you'll see a message that says **Success! Charge was skipped** at the top of your account page. Clicking **Unskip** will put that order back into rotation and ensures it will be fulfilled. You can resume deliveries for any skipped dates by clicking **Unskip Delivery**; you'll see the notification **Success! Charge was un-skipped** to know that your delivery is back on the schedule. You can also pause your subscription for anywhere from one month to six months. In your account, click **Manage Subscription,** click the **Pause Subscription** button, and select the length of the break you would like to take. Hit **Confirm**

Pause and you'll see the notification **Success! Your subscription has been paused. Unskip charges at any time to resume.** To resume your subscription, simply click **Resume Subscription**.

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How can I change the frequency of my subscription or the size of my box?

Simply log into your account, click **Manage Subscription,** then choose your preferred frequency under **Switch Delivery Interval.** If you'd like to change the size of your box, click **Manage Subscription** in your account and under **Switch Box Size**, choose your preferred size.

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Where can I find a list of your farms?

We have a growing list of partners but they're not necessarily regular, as we might go weeks without tapping into a source if they have low inventory for some time. (That's part of the fun/unpredictability of food rescue!) But, in general, we source a large portion of our produce from farms, farmers' cooperatives and other distributors of organic food located on the Eastern Seaboard and throughout the country. If you have some favorite farms you'd suggest we connect with, we'd love any recommendations you can share with us through our contact form.
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How are you different from a CSA?

CSAs typically serve only a small circle of customers at certain times of the year because very few are year-round, and usually require you to pick up at a common location. Misfits Market actually buys from the farmers' co-ops that run these CSAs and delivers straight to your door. The cooperatives that are behind regional CSAs have been incredibly supportive because we're able to take large quantities of product that would otherwise sit around and go unsold. For many CSA customers, Misfits Market is complement to their service in the months they are not using CSAs.
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How are you different from other ugly produce delivery services?

We're dedicated to offering the simplest, most affordable way for everyone to access delicious fruits and vegetables. While other businesses have nobly rescued tons of wasted food, few have

prioritized delivering it to *all* Americans who want affordable produce. Misfits Market's groundbreaking approach allows us to serve both cities and rural areas that others neglect. And whereas other companies buy from massive commercial farms, we work with small and mid-size farms in our region and across the country that typically lack the infrastructure to sell or donate ugly produce before it goes bad. We also actively support farmers' cooperatives that may struggle to make ends meet.

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Is your packaging eco friendly?

We pride ourselves in offering some of the most forward-thinking packaging on the market. We use compostable plant-based bags in lieu of plastic produce bags. Our boxes are made from recycled cardboard and are recyclable themselves. We also use eco-friendly insulation in our boxes that's curbside-recyclable (covered by recyclable #4 plastic). Learn more about our packaging here.

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Why do you use bags to contain the produce?

We try to minimize the use of bags, however, in some instances it's necessary to protect more sensitive items. When they're packed more compactly together, they're more likely to be protected. If the food is loose, it often gets banged around during transit until it's inedible, which is at odds with our mission. We'll do our best to make sure you can reuse as many bags as you can, or better yet, not use any bags when possible.

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Will the contents of my box spoil in hot or cold weather?

The eco-friendly packaging inside our boxes not only protects the produce but also insulates it from the heat and cold. During warmer weather, we also include nontoxic, eco-friendly ice packs inside the boxes to keep items fresh. We're aware, though, that weather in our region can be extreme, so we'd advise you to plan to take your box inside shortly after delivery when temperatures are below freezing or particularly warm. Please submit a request through our contact form if you believe that any of your produce may have suffered from exposure to extreme temperatures in transit.

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Do you have a referral program?

Yes, our referral program rewards Misfits Market customers for spreading the word about our produce. It's free to join and simple to use. **NEW! Log into your Misfits Market account and scroll to the bottom of the page to find your new personal code starting COOKWME that you can share with friends.** Each time a new customer uses your unique referral code at checkout, they'll get a special offer that's good for their first subscription box, and you'll get a reward that will be automatically applied to a future subscription box. Rewards change from time to time; currently, each person you refer to Misfits Market who makes a qualified purchase using your code will get 25% off their first subscription box and you'll get 25% off a future subscription box. For complete information about the program, click here.

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Why doesn't ugly produce go directly to charities?

Only a small percentage of the farms we work with have the infrastructure necessary to send produce to food banks on a weekly basis. The volume is simply too large. We see Misfits Market boxes as a more scalable solution to rescuing food and getting it to people who may not otherwise be able to afford high-quality produce. We're also launching a regular donation program with Greater Philadelphia food banks so that a large amount of produce goes back to local hunger organizations.

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I can't accept packages at home. Do you have any pickup spots?

We do not currently have any pickup locations, but we can deliver to any address that FedEx and LaserShip can access. For customers who can't receive home delivery, we suggest delivering it to your workplace if you're able to transport it home easily or asking a friend or neighbor with a stable delivery address to let you deliver it to their home.

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How can I cancel a subscription?

Hopefully, you love us so much that you'll never want to cancel. Realistically, we know things come up. Canceling is easy. You can log into your account and cancel your subscription at any time with *no penalty or fees*. Simply log into your account and click **Manage Subscriptions**. Scroll to the bottom of the page and click the **Cancel** button. You can also skip your box or pause your box for up to six months if you are traveling or just need a break. Please note that canceling a subscription will prevent any further charges from being made to your account and any further

orders from being processed. This action will not cancel an order that has already been processed.

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Do you sell gift cards or gift boxes?

We've temporarily paused our gift program while we upgrade our platform. But hang tight-it'll be back with even more options for sharing the Misfits Market love! If you'd like to be notified when gift options are available, please email feedback@misfitsmarket.com with "Gift options" as the subject line.

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Got additional questions? Submit a request through our contact form!

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